



WKMG

ORDER

Print Date 10/08/12

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Flight Dates 10/09/12-10/15/12

Contract / Revision 261468 /

Original Date / Revision
10/08/12 10/08/12

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

Agency GMMB

Buying Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Product
OBAMA FOR AMERICA

Agency Com 15%

Billing Contact
3050 K Street NW
Suite 100
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2002

Alt Order # 06366386

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 50560

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	31	\$42,976.00	\$50,560.00	0.00	10/01/12	10/15/12	31	\$42,976.00	\$50,560.00
Totals	31	\$42,976.00	\$50,560.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/09/12	10/15/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/09/12	10/15/12	MTWTF--		2			\$350.00		0.00				
E 2	WKMG	10/09/12	10/15/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWTF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/09/12	10/15/12	MTWTF--		2			\$450.00		0.00				
E 3	WKMG	10/09/12	10/15/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/09/12	10/15/12	MTWTF--		2			\$125.00		0.00				
E 4	WKMG	10/13/12	10/13/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				



WKMG

Print Date: 10/08/12

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Contract / Revision

261468

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/08/12/ 10/08/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 2002

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKMG	10/13/12	10/13/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$40.00	P-2	0.00 NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----1-	1		\$40.00		0.00					
E 5	WKMG	10/14/12	10/14/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,400.00	P-2	0.00 NM	1	\$1,400.00
Week:		10/08/12	10/14/12	-----1	1		\$1,400.00		0.00					
E 6	WKMG	10/09/12	10/15/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MTWTF--	:30	2	\$110.00	P-2	0.00 NM	2	\$220.00
Week:		10/09/12	10/15/12	MTWTF--	2		\$110.00		0.00					
E 7	WKMG	10/09/12	10/15/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	MTWTF--	:30	2	\$600.00	P-2	0.00 NM	2	\$1,200.00
Week:		10/09/12	10/15/12	MTWTF--	2		\$600.00		0.00					
E 8	WKMG	10/09/12	10/15/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	2	\$1,200.00	P-2	0.00 NM	2	\$2,400.00
Week:		10/09/12	10/15/12	MTWTF--	2		\$1,200.00		0.00					
E 9	WKMG	10/09/12	10/15/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	2	\$900.00	P-2	0.00 NM	2	\$1,800.00
Week:		10/09/12	10/15/12	MTWTF--	2		\$900.00		0.00					
E 10	WKMG	10/14/12	10/14/12	1030-1130a Face The Nation Face The Nation	CM	1030-1130a	-----1	:30	1	\$1,300.00	P-2	0.00 NM	1	\$1,300.00
Week:		10/08/12	10/14/12	-----1	1		\$1,300.00		0.00					
E 11	WKMG	10/09/12	10/15/12	530-6p The Insider Insider	CM	530p-6p	MTWTF--	:30	2	\$650.00	P-2	0.00 NM	2	\$1,300.00
Week:		10/09/12	10/15/12	MTWTF--	2		\$650.00		0.00					
E 12	WKMG	10/09/12	10/15/12	News at 6p News at 6p	CM	6-630p	MTWTF--	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
Week:		10/09/12	10/15/12	MTWTF--	1		\$1,000.00		0.00					
E 13	WKMG	10/09/12	10/15/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MTWTF--	:30	2	\$325.00	P-2	0.00 NM	2	\$650.00
Week:		10/09/12	10/15/12	MTWTF--	2		\$325.00		0.00					
E 14	WKMG	10/14/12	10/14/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$9,000.00	P-2	0.00 NM	1	\$9,000.00
Week:		10/08/12	10/14/12	-----1	1		\$9,000.00		0.00					
E 15	WKMG	10/09/12	10/09/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	:30	1	\$11,000.00	P-2	0.00 NM	1	\$11,000.00
Week:		10/08/12	10/14/12	-1-----	1		\$11,000.00		0.00					
E 16	WKMG	10/14/12	10/14/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----1	:30	1	\$8,000.00	P-2	0.00 NM	1	\$8,000.00
Week:		10/08/12	10/14/12	-----1	1		\$8,000.00		0.00					



WKMG

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Contract / Revision 261468 Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/08/12/ 10/08/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 2002

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	WKMG	10/14/12	10/14/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----1	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1					1	\$8,000.00		0.00			
E 17	WKMG	10/09/12	10/15/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	2	\$1,700.00	P-2	0.00	NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$1,700.00		0.00			
E 18	WKMG	10/09/12	10/15/12	M-F David Letterman David Letterman	CM	1136p-1238a	MTWTF--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$250.00		0.00			
E 19	WKMG	10/13/12	10/13/12	College Football Today College FB Today	CM	3-330p	-----1-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1-					1	\$2,500.00		0.00			
E 20	WKMG	10/14/12	10/14/12	NFL TODAY NFL TODAY	CM	various	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1					1	\$3,000.00		0.00			
													Totals	31	\$50,560.00



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ORDER

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Flight Dates 10/09/12-10/15/12

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Original Date / Revision
10/08/12 10/08/12

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

Agency GMMB

Buying Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Product
OBAMA FOR AMERICA

Agency Com 15%

Billing Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1897

Alt Order # 06365568

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 64465

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	31	\$54,795.25	\$64,465.00	0.00	10/01/12	10/15/12	31	\$54,795.25	\$64,465.00
Totals	31	\$54,795.25	\$64,465.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/09/12	10/15/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					3	\$350.00		0.00			
E 2	WKMG	10/09/12	10/15/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					3	\$450.00		0.00			
E 3	WKMG	10/09/12	10/15/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					2	\$225.00		0.00			
E 4	WKMG	10/09/12	10/15/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	3	\$125.00	P-2	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

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Contract / Revision

261407

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/08/12/ 10/08/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1897

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	10/09/12	10/15/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	3	\$125.00	P-2	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	3		\$125.00		0.00						
E 5	WKMG	10/13/12	10/13/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
Week:		10/08/12	10/14/12	-----1-	1		\$40.00		0.00						
E 6	WKMG	10/14/12	10/14/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
Week:		10/08/12	10/14/12	-----1	1		\$1,400.00		0.00						
E 7	WKMG	10/09/12	10/15/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
Week:		10/09/12	10/15/12	MTWTF--	3		\$1,200.00		0.00						
E 8	WKMG	10/14/12	10/14/12	1030-1130a Face Nation Face The Nation	CM	1030-1130a	-----1	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
Week:		10/08/12	10/14/12	-----1	1		\$1,300.00		0.00						
E 9	WKMG	10/09/12	10/15/12	530-6p The Insider Insider	CM	530p-6p	MTWTF--	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
Week:		10/09/12	10/15/12	MTWTF--	4		\$650.00		0.00						
E 10	WKMG	10/09/12	10/12/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
Week:		10/08/12	10/14/12	-TWTF--	2		\$1,000.00		0.00						
E 11	WKMG	10/15/12	10/15/12	Mon Prime 9p 2 Broke Girls	CM	9-930p	1-----	:30	1	\$13,000.00	P-2	0.00	NM	1	\$13,000.00
Week:		10/15/12	10/21/12	1-----	1		\$13,000.00		0.00						
E 12	WKMG	10/09/12	10/09/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
Week:		10/08/12	10/14/12	-1-----	1		\$12,000.00		0.00						
E 13	WKMG	10/10/12	10/10/12	Wed Prime 8p Survivor	CM	8-9p	--1----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
Week:		10/08/12	10/14/12	--1----	1		\$3,200.00		0.00						
E 14	WKMG	10/12/12	10/12/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
Week:		10/08/12	10/14/12	----1--	1		\$9,000.00		0.00						
E 15	WKMG	10/14/12	10/14/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----1	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
Week:		10/08/12	10/14/12	-----1	1		\$8,000.00		0.00						
E 16	WKMG	10/09/12	10/15/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	3	\$1,700.00	P-2	0.00	NM	3	\$5,100.00
Week:		10/09/12	10/15/12	MTWTF--	3		\$1,700.00		0.00						



WKMG

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Contract / Revision **261407** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/08/12/ 10/08/12

Order Sep 00:15:00

Advertiser **Pol/Pres/D/Barack Obama** Product **OBAMA FOR AMERICA**

Estimate # **1897**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	WKMG	10/09/12	10/15/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	3	\$1,700.00	P-2	0.00	NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/09/12		10/09/12	10/15/12	MTWTF--	3		\$1,700.00		0.00						
														Totals	31 \$64,465.00